

# Request for Expressions of Interest

## Delafield Street Redevelopment



The City of Waukesha is soliciting Requests for Expressions of Interest from development companies and investors for the redevelopment of 3.38 acre site at 200 and 318 Delafield Street. The City owns the entire site, which consists of 3 parcels. The site is located a few blocks from Downtown Waukesha, which offers unique retail, entertainment, and dining options and year round events including the Waukesha Farmers' Market and Friday Night Live Concert Series. The site is also within walking distance of Waukesha Metro Transit Center, City Hall, Horeb Springs Park & Aquatic Center and the Riverwalk.

Waukesha is actively pursuing a public-private partnership, leveraging City assets and financial resources to redevelop the site. The City seeks to redevelop this site into a signature project with high quality design and architectural details, creating an attractive, high profile gateway into our Downtown.

**Expressions of Interest are due by FRIDAY, MAY 4, 2018 at 4:00 P.M.. Please see pages 8-9 for submission requirements.**



# Introduction & Project Summary

The City of Waukesha Redevelopment Authority is releasing this Request for Expressions of Interest (RFEI) to determine interest from qualified developers and investors for the purchase and redevelopment of a 3.38 acre site located near Downtown Waukesha. The goal of this RFEI is to solicit ideas and concepts that will enhance the Delafield Street gateway into downtown while maximizing the economic benefit to the citizens of Waukesha.


The Waukesha Redevelopment Authority has made the Delafield Street properties one of the highest priority redevelopment areas in the City due to its high visibility, proximity to City Hall, and location on one of the major gateways into our Downtown area. The Redevelopment Authority has been dedicated to fostering reinvestment in the City of Waukesha for several decades. Over that time the Authority has been able to work with private investors and developers to make significant redevelopment projects a reality in Waukesha's central city. These redevelopment projects have brought employment, housing opportunities and new businesses to the downtown area while significantly increasing the tax base. The City of Waukesha has made public infrastructure improvements including the Riverwalk and streetscaping to highlight the unique historic nature of an organically developed downtown.

The City of Waukesha also included these properties as a part of the Hillside/City Hall Site in City's 2012 Central City Master Plan. It is one of five high priority Neighborhood redevelopment sites identified in the plan. The plan envisioned the Delafield Street site as key site to increase economic value near Downtown. The plan recommended residential, commercial, or mixed use on these properties with the focus being on a high quality design and architectural features that become a gateway landmark to our downtown. In September, 2017 the Waukesha Common Council voted in favor of using the current site of City Hall at 201 Delafield Street (across from this property as the location for a new or renovated/expanded City Hall, demonstrating the City's commitment to the redevelopment area. The Redevelopment Authority will also entertain responses to this RFEI that incorporate any City-owned parcels, including City Hall and the Department of Public Works properties or any public-private redevelopment partnership that could include co-location of City Hall in a building with other uses.

The Redevelopment Authority and the City of Waukesha is opening a competitive process to secure a developer for the redevelopment of these properties. The Redevelopment Authority will select, through this RFEI process, developers to send Requests for Proposals to.

The City will be razing all of the buildings on the property and will also undertake any required environmental remediation. It is anticipated the site will be "shovel-ready" prior to sale to a selected developer and any responses to this RFEI should take this into account.

**The deadline for responses is FRIDAY, MAY 4, 2018 at 4:00 P.M.. Please see pages 8-9 for details on the submittal requirements.**





# Site Context and Description

## Background

The property consists of three parcels totaling 3.38 acres located near Downtown Waukesha. The site currently contains three parcels but the City envisions combining the parcels into one site prior to sale. The largest parcel at Delafield street was last used as a multi-tenant retail strip mall. Though vacant for several years, the building remains on site. Constructed in 1961, the property had various tenants throughout its lifespan. The other parcel includes a service station that was constructed sometime prior to 1963. Both of these buildings will be razed prior to sale to a developer.

## About Waukesha

The City of Waukesha (2017 population: 71,550) is the largest City in Waukesha County and serves as the County seat. The City encompasses 25.7 square miles and is conveniently located 17 miles west of Milwaukee, just south of Interstate 94.

Some of Waukesha's major private employers include Carroll University, Eaton/Cooper Power Systems, GE Healthcare, Husco, Metal Tek International, Waukesha Memorial Hospital (Pro Health) and SXP Transformer Solutions. There are also large public sector employers including Waukesha County and the State of Wisconsin, who has offices for the Departments of Health Services, Children & Families, Natural Resources, Safety and Professional Services, and Transportation located in Downtown Waukesha.

## Downtown Waukesha

### *Historic, Charming, Awesome*

The project site is just north of Downtown Waukesha, a thriving commercial district that has witnessed several years of reinvestment and revitalization. Downtown has become a destination for all of Waukesha County residents seeking a unique variety of independently owned restaurants, bars, shops, and art galleries.

The heart of Downtown has been energized by \$60 million dollars of new public and private development in recent years, including the popular Riverwalk, which extends three miles through downtown and links Downtown to nearby parks and neighborhoods. Significant investment continues to be made to improve the infrastructure and streetscape Downtown with new banners, wayfinding, planters, benches, bike racks and other attractive amenities. Currently an estimated \$15 million of new and renovated building projects are underway. These projects will add a substantial number of residents and employees to downtown. Currently we have over 1,400 people living in downtown apartments and condos.



# Site Context and Description

## Zoning and Land Use

The property is currently zoned B-3, General Business District which permits a wide array of permitted commercial uses. The City anticipates this property will be developed under a Planned Unit Development and is open to residential, commercial, office, medical, hotels/event space, and other uses compatible with the surrounding area.

The City's Adopted Comprehensive Plan, has the land use for this project area as commercial. These properties are part of the Hillside/City Hall Area in City's 2012 *Central City Master Plan*. It is one of five high priority Neighborhood redevelopment sites identified in the plan. The plan envisioned the Delafield Street site as key site to increase economic value near Downtown. The plan recommended residential, commercial, or mixed use on these properties with the focus being on a high quality design and architectural features that become a gateway landmark to our downtown. The Plan included a conceptual layout to show a potential redevelopment scenario for this property but the city is encouraging respondents to look at different uses, buildings, and layouts as well.

## Hillside/City Hall Site Redevelopment Concept from 2012 Central City Master Plan





# Site Context and Description

## City Hall, City Hall Annex, and Water Utility



The City of Waukesha also owns two large adjacent properties; City Hall (201 Delafield Street) and City Hall Annex (130 Delafield Street). The Waukesha Water Utility owns the property at 115 Delafield Street. In September of 2017 the Waukesha Common Council voted to focus efforts and discussions for a new, renovated, or renovated and expanded City Hall on the existing property at 201 Delafield Street. This action demonstrates the City's commitment to this redevelopment area.

While the RFEI is for the subject parcels (shown in red on the map above), the Redevelopment Authority is open to any responses to this RFEI that incorporate the City Hall and/or City Hall Annex properties and also is encouraging concepts with a public-private partnership component, which could potentially include co-location of City Hall with other users in a single building or redevelopment of the City Hall site (with a new City hall in an alternative location).



This aerial map of downtown Waukesha, Wisconsin, features several key landmarks and streets highlighted with yellow callouts. The map includes a compass rose in the top right corner, indicating North is towards the top right. The following landmarks are labeled:

- Frame Park
- Lee Sherman Dreyfus State Office Building
- Fox River/ Riverwalk
- Historic Downtown Waukesha
- Waukesha Farmers' Market
- Public Library Cutler Park
- Carroll University
- City Hall & Water Utility
- Waukesha Metro Transit Center & Municipal Parking Ramp
- Recreation Development Site
- Horeb Spring Park & Aquatic Center
- Waukesha Memorial Hospital
- Bethesda Park

The map also shows numerous streets, including Main St, Wisconsin Ave, Waukesha Ave, and others. A red building is highlighted near the center of the map, and a blue building is highlighted near the bottom left. The map is oriented with North towards the top right, as indicated by the compass rose.





# Project Goals

## **Architectural Design & Placemaking**

This development site is in a highly visible location near City Hall and is on one of the thoroughfares leading into Downtown Waukesha. The project will need to be of a high quality design and have significant architectural features as a key gateway development. The project will also have to be compatible with the surrounding neighborhood and should feature other site enhancements including things like significant landscaping, pedestrian scale amenities (benches, public art, planters, bicycle parking, etc.).

## **Community Support**

The property is adjacent to a well-established residential neighborhood dating back to the 1800s so the City would like a project that considers the input of the surrounding neighborhood and is likely to have community support.

## **Economic Impact**

The City's has spent considerable funds to acquire the property and due to the previous uses on the properties there will be demolition, remediation, and infrastructure costs that exceed what would occur on a vacant "greenfield" site. As such the City is seeking a project with a high value per acre. The redevelopment must be realistic and marketable. The City is also willing to consider financial assistance to aid in the redevelopment including, but not limited to Tax Incremental Financing (TIF) and partnering on grant applications.

## **Inspire Additional Investment**

It is the City's intention that this project will serve as a catalyst for additional investment in redeveloping the surrounding area both through the redevelopment of other nearby properties and by inspiring other property owners to improve their existing properties.

## **Transportation**

The property is accessible by both car and Waukesha Metro Transit Route 8, which has a stop in front of the property. Given its close proximity to downtown and several medium-high density apartments and condominiums, as well as established small-lot single and two-family residential neighborhoods, there will likely be significant pedestrian and bicycle trips. The project should take advantage of the multiple modes of transportation available to the site.



# Public-Private Partnership Opportunity

The City and the Redevelopment Authority are committed to undertaking this redevelopment as a collaborative public-private partnership with the chosen developer in order to achieve the project goals and make this a signature project in Waukesha. What follows are some financial and other project tools that the City is open to discussing with potential developers.

## **Public-Private Partnership**

The Redevelopment Authority is open to responses and discussions that incorporate other City owned properties near the site, including City Hall at 201 Delafield Street, and City Hall Annex (Department of Public Works) at 130 Delafield Street. They are also open to proposals that include co-location of public uses (City Hall) and private uses in a single building or on a single site.

## **Tax Incremental Financing (TIF)**

Realizing the challenges of this redevelopment project the City is open to the use of Tax Incremental Financing for this project to assist with cleanup, infrastructure, and grants to developers.

## **Grants**

The City of Waukesha will partner with the developer on other potential grants including EPA Brownfields Grants (Site Assessment Grants, Brownfields Cleanup Grants, Area-wide Planning Grants, etc.) and Wisconsin Economic Development Corporation grants (Ready for Reuse Brownfields Grants, Community Development Assessment Grants, and Capacity Building Grants).

## **Technical and Project Management Support.**

City staff, including Community Development and Engineering, are committed to the success of this redevelopment project and will be available for project support for all phases of the development.

## **Clean Energy Programs**

Additional assistance may be available through clean energy programs offered by the state and utility programs such as Focus on Energy and others.



# Submission Requirements & Evaluation

## Submission Requirements

The City of Waukesha Redevelopment Authority seeks an experienced, highly qualified developer for the site. The selected developer will be responsible for the planning, permitting/approval process, financing, and development of the site. We are seeking creative ideas that will take advantage of the site's location and result in an attractive, economically feasible signature development.

For the RFEI the city is requesting the following items from interested firms/teams:

- Letter of interest.
- A narrative on how the conceptual development plan for this property will advance the objectives set forth in this RFEI and the *Central City Master Plan*. The narrative should also include additional information on potential site land uses, zoning, conceptual layouts, square footage, density and building massing.
- Contact information and resumes/experience for all key staff that will work on this project
- Firm qualifications including recent projects and examples of similar redevelopment projects.
- Experience and resumes/experience for any additional consultants or development partners
- Any anticipated requests for City participation (TIF, grants, other partnership opportunities, etc.)
- Availability for follow-up meeting

Prior to submitting an Expression of Interest it is highly recommended that any potential developers review all publicly available sources of information that may impact this property, including:

- City of Waukesha Central City Master Plan (2012)
- City of Waukesha Downtown Integrated Street Master Plan (2013)
- City of Waukesha Zoning Ordinance
- City of Waukesha Housing Study (2018)
- Phase I Environmental Report(2018)
- Phase II Environmental Report (2018)

Should you have any questions about the REFI, the City will accept questions and clarifications up until May 3, 2018. Please submit all questions via email or phone to Jeff Fortin, Senior Planner at [jfortin@waukesha-wi.gov](mailto:jfortin@waukesha-wi.gov) or 262-524-3755.

# Submission Requirements & Evaluation

## Submission Deadline

Please submit ten (10) hard copies and one electronic copy in the form of a flash drive or CD of the submission entitled “City of Waukesha Delafield Street Redevelopment RFEI Response” by **May 4, 2018 at 4:00 P.M.** at the following address:

**City of Waukesha**  
Community Development Department  
Attn: Jeff Fortin, AICP  
Re: City of Waukesha Delafield Street Redevelopment RFEI  
201 Delafield Street, Room 200  
Waukesha, WI 53188

## Reservation of Rights

The City reserves the following rights in regard to the RFEI:

1. To pose questions to respondents prior to the deadline in order to clarify the content and to ensure a complete understanding of each submission.
2. To cancel or withdraw the RFEI prior to the submission deadline.
3. To modify or issue clarifications to the RFEI prior to the submission deadline or to modify the deadline for submissions or other actions.
4. To reject any response it deems incomplete or unresponsive to the submission requirements.
5. To reject all submissions submitted under the RFEI.
6. To reissue the RFEI, a modified RFEI, or a new RFEI, or other process (Request for Qualifications, Request for Proposals) whether or not any submissions have been received in response to the initial RFEI.

The City will post a notice indicating any cancellations, withdrawals, modifications to deadlines, or other changes to the RFEI on the City’s website at [www.waukesha-wi.gov](http://www.waukesha-wi.gov). Developers shall have the obligation to check the website for any such notices. The City of Waukesha and the Waukesha Redevelopment Authority shall have no duty or obligation to provide direct notices to developers.

## Ownership and Use of Submissions

All submissions shall become the property of the City of Waukesha and the City may use any and all ideas in any submission whether the submission is selected or rejected.

## Follow Up Questions & Clarifications

The City reserves the right to pose questions to respondents prior to the deadline in order to clarify the content and to ensure a complete understanding of each submission. Additionally, the City of Waukesha and/or the Redevelopment Authority may request additional information or an in-person or phone interview or presentation.





# Submission Requirements & Evaluation

## **Non-Binding**

The selection by the City of Waukesha of a developer only indicates an intent by the City and the Redevelopment Authority to continue with the selection process and/or negotiate with a selected developer and does not constitute a commitment by the City of Waukesha or the Redevelopment Authority to execute a final agreement or contract with the developer.

## **Non-Liability**

By participating in the RFEI process, the developer agrees to hold the City of Waukesha, Redevelopment Authority, and its officers, employees, agents, representatives, and consultants harmless from all claims, liabilities, and costs related to all aspects of this solicitation.